

SECTION M

EVALUATION FACTORS FOR AWARD

NOTICE: No FAR By-Reference Provisions included in Section M of this Document

NOTICE: No FAR Full Text Provisions included in Section M of this Document

M.1 EVALUATION CRITERIA (JUN 2007)

1. Overall Approach

The contractor must demonstrate that it is capable of concept, design, develop, implement, and delivery of advertising and/or marketing to achieve desired results in accordance with the statement of objectives, for the purpose of recruiting in excess of 180,000 qualified applicants per year for law enforcement positions. The contractor must provide documentation to support professed examples of a wide variety of innovative and creative advertising and marketing that were tailored to the target audience for law enforcement positions, using market analysis and desired demographics for diversity, incorporating technology that is readily available and anticipated to be available to attract qualified applicants to law enforcement positions.

2. Major categories considered in the evaluation of proposals are as follows:

TECHNICAL (NON-COST)

This group of non-cost factors/subfactors has a potential total point score rating of 45

MANAGEMENT APPROACH

This group of non-cost factors/subfactors has a potential total point score rating of 35

PAST PERFORMANCE

This group of non-cost factors/subfactors has a potential total point score rating of 20.

COST/PRICE

The cost/price proposal will be evaluated for magnitude and realism. A point score rating will not be used.

3. Relative Importance of the Evaluation Factors

Factor 1 - Technical Approach is significantly more important than Factor 2 -Management Approach. Factor 2 -Management Approach is slightly more important than Factor 3 Past Performance - Capacity and Recency of experience Evaluation factors 1 - Technical Approach and 2 -Management Approach combined together are significantly more important than factor 3 Past Performance - Capacity and Recency of experience. Each non-cost factor individually is more important than Cost and Price. When combined, Technical Approach, Management Approach and Past Performance - Capacity and Recency are significantly more important than Cost and Price.

4. An evaluation team has been established by the U.S. Customs and Border Protection to rate the technical proposals (i.e., those major categories). Each member of the team will evaluate each proposal in accordance with the technical evaluation factors/subfactors stated below to determine if the proposal is acceptable. Full and impartial consideration will be given to all offers received pursuant to this solicitation, and the evaluation will be conducted in an equal manner.

Evaluation of the "Technical" portion of the proposal will be based on the following factors:

Factor 1 - TECHNICAL APPROACH - (45 points)

The offeror shall demonstrate a clear understanding of the work to be performed. The proposal shall outline an effective, efficient, and achievable approach for accomplishing the work to be performed. Key personnel will be evaluated on their technical knowledge. In addition, key personnel will be evaluated on their education and accomplishments; understanding of the requirements in the SOW; corporate experience relevant to the SOW; management approach to the same or similar requirements in the SOW; and technical approach to the SOW. Specifically, Offerors will be evaluated on the ability of their key personnel to clearly demonstrate their understanding, knowledge, experience, technical approach, management approach, and allocation of resources to meet the requirements in the SOW.

Offerors must provide the following information to assist in the evaluation of the proposed key personnel.

- The offeror must identify key personnel assigned to this contract and specify the individual roles. (The main body of the RFP shall specify which positions that CBP will consider to be offeror key personnel.) (9 points)
- The offeror must demonstrate that each key person assigned to perform under this contract has the requisite experience in advertising and marketing to recruit for law enforcement positions. The Agency must be satisfied that the experience of the key personnel demonstrates that the key personnel are capable of working together as a cohesive unit. (9 points)
- The offeror must ensure that the key personnel are available to the Agency's National Recruitment staff for at least 75% (3.5 to 4 days per workweek) of the contract life. The offeror must agree to secure the agency's approval of changes key personnel. (9 points)
- The offeror must provide at least three references for each key person, including name, phone number and the work performed for that reference. The results of reference checks must validate the offeror's claims regarding the experience and capabilities of the key personnel. (9 points)
- The offeror must provide information on Non Key Personnel required for this contract and specify the individual roles. (9 points)

Factor 2: MANAGEMENT APPROACH - (35 points)

Offeror shall demonstrate an understanding of the project planning, risk management and the relationship between financial and resource allocation necessary to successfully execute the requirement. Offeror shall demonstrate its management approach to execute the requirements and objectives of the SOW through its employment of the necessary personnel, physical and financial resources.

Offerors will be evaluated on management approach information presented in the written technical proposals.

Contract and Cost Management:

- The offeror's Project Manager must be committed to being continually engaged in managing the project and available to meet with the agency on a weekly basis for at least the first six months of the contract; (5 points)
- As applicable, the offeror's sub-contracting plan must demonstrate effective, cohesive management of sub-offeror resources. The offeror must also articulate its invoicing procedure and elaborate on the software it will use to track specific jobs, costs, invoices, work performed,

payments received and expenses paid; (5 points)

- The offeror must articulate its approach to staffing the key and other members of the project team and how it plans to conduct project planning and management, during both peak and lull periods; (5 points)
- Offerors will be evaluated on their approach to the management of subofferors and the roles and responsibilities of team members; (5 points)
- Offerors will be evaluated on their ability to resolve potential problems arising during contract performance; (5 points)
- The successful proposal shall demonstrate clear planning, project management and controls, change management, and product quality controls. This shall include formal certification or clearly demonstrating the adoption of strong methods and project controls that can deliver on time, on budget, and to the required quality; and (5 points)
- Offerors shall demonstrate expertise in working with partners, sub-offerors, or its capability to do the whole project in-house. (5 points)

Factor 3: PAST PERFORMANCE -CAPACITY AND RECENCY OF EXPERIENCE - (20 points)

The offeror has the demonstrated capacity to design and deliver marketing and advertising campaigns that will yield a minimum of 180,000 qualified law enforcement recruits per year over a five-year period. In light of the changes in homeland security and the competitive nature of hiring for law enforcement positions, the market for viable candidates has changed significantly. Recent, large scale, success in recruiting law enforcement personnel is a critical factor in demonstrating the offeror's ability to adapt to the changing post 9-11 labor market. Thus, the offeror's experience in large-scale recruitment of law enforcement personnel must be during the preceding three (3) to five (5) years.

The offeror must provide the following information to assist in the evaluation of the past performance:

- Evidence of Government and non-Government advertising contracts (for the same or substantially similar National Recruitment Advertising Services) references including contract number, type, and dollar value; place of performance; dates of services provided, whether performance is on-going or complete; extent of subcontracting; (5 points)
- The names, phone numbers, and e-mail addresses of at least two points of contact (POCs - program manager, COTR, or contracting officer) of each contract and organization for which they performed advertising, and the results of those reference checks must support the offeror's claims. The Agency will evaluate only the past performance of offerors that will actually perform the work and the past performance information must be relevant to the pending contract; (5 points)
- Evidence of cost control procedures on current or past performance; (5 points)
- The contract number, type and severity of any quality, delivery or price problems in performing the contract, the corrective action taken, and the effectiveness of the corrective action. (5 points)

The Government reserves the right to contact the points of contact identified in the offeror's quote for the purpose of verifying the offeror's record of past performance.

Transition Plan

Describe the strategy and approach to full implementation and assumption of full operational responsibility for all requirements contained in the solicitation requirements. This assessment will include an evaluation of the sufficiency of the offeror's mobilization, training, and orientation of the work force. In addition, the plan must address how the contractor will transfer the functions to a new contractor, or upon termination, transfer the functions back to the Government.

Oral Proposal Information

Oral Presentations may be required. Offerors will be provided guidelines and submission requirements.

Section 4 - Offeror's Addendum

This section is provided for submission of any additional information not included elsewhere but considered to be pertinent to the proposal.

A separate evaluation team has been established to evaluate the cost or price proposal. The evaluation will be conducted as detailed in the provision entitled "COST OR PRICE EVALUATION" contained in this solicitation.

Also see provisions entitled "RELATIVE IMPORTANCE OF EVALUATION FACTORS" and "BASIS OF AWARD (TRADE-OFF ANALYSIS)" contained in this solicitation.

[End of Provision]

M.2 COST OR PRICE EVALUATION (MAR 2003)

Separately and apart from the technical evaluation, the Government will conduct a cost and/or price evaluation of the offeror's cost/price proposal. A price analysis will be conducted to determine if proposed prices accurately and adequately reflect the work to be performed. A cost analysis may be conducted to determine cost reasonableness and/or cost realism.

A cost realism evaluation will be performed for all cost reimbursement contract awards. (See FAR 15.305). Cost realism will be a significant factor in the award decision. In evaluation of an offeror's proposed cost, the Government's concern is to determine what the Government should realistically pay for the effort, the prospective contractor's understanding of the proposed contract objective, and the offeror's ability to organize and perform the proposed contract. The primary consideration will be which offeror can perform the contract in the manner most advantageous to the Government as determined by evaluation of the proposal in accordance with the established evaluation criteria.

As part of proposal evaluation, and in order to minimize potential or built-in cost growth, the Government intends to evaluate the realism of the offeror's proposed costs in terms of its proposed approach to determine the probable cost of performance. To assist the Government in evaluating this area, offerors are requested to furnish a brief but comprehensive statement concerning the estimating procedures used in preparing the offer and to specifically include a description of the offeror's established estimating procedures.

The realistic cost may differ from the proposed cost and should reflect the Government's best estimate of the cost of any contract that is most likely to result from the offeror's proposal. The realistic cost shall be used for purposes of evaluation to determine the best value. The realistic cost is determined by adjusting each offeror's proposed cost, and fee when appropriate, to reflect any additions or reductions in cost elements to realistic levels based on the results of the cost realism analysis (See FAR 15.404-1(d)).

[End of Provision]

M.3 BASIS OF AWARD (TRADE-OFF ANALYSIS) (JUN 2007)

Award shall be made to the offeror(s) whose proposal(s) are determined to best meet the needs of Government after consideration of all factors-- i.e., provides the "best value". "Best value" is defined here as the procurement process that results in the most advantageous acquisition decision for the Government and is performed through an integrated assessment and trade-off analysis among cost or price and non-cost or non-price factors.

The basis for the award of a contract as a result of this Request for Proposal (RFP) will be a detailed, integrated

evaluation by the Government on the basis of how well the proposals satisfy the evaluation criteria contained in the provision entitled "Evaluation Criteria" in this solicitation. Accordingly, the Government may award any resulting contract to other than the lowest priced offeror(s) or other than the offeror(s) with the highest technical merit rating. The Contracting Officer or Source Selection Authority has the right to determine whether two or more technical proposals are "substantially equal" or whether any differences in technical weighing are "significant" for purposes of evaluating the overall merit of proposals. Between proposals of substantially equal technical merit, cost/price will become a more significant factor. Between competing proposals, the Government is not willing to pay significantly more for a minor technical difference, nor is the Government willing to forego a significant technical difference in exchange for a small cost/price differential.

See the provision entitled "Relative Importance of Evaluation Factors" contained in this solicitation.

[End of Provision]

[END OF SECTION M]